Discount Store News

PMA®

PRODUCT MOVEMENT AUDIT

Hot BTS Items Led By Writing Instruments

By M. Raymond Prendergast
President,
Boston Distributors

The 1980 back-to-school season was our best ever as we experienced a 20% increase with existing stores and a 50% increase, including new business. Retailers who addressed the season with good assortments, adequate inventories, and aggressive promotions won significant market share from those who sat back in fear of a recession.

Writing instruments enjoyed our largest dollar sale increase with a 62% growth over last year. Papermate's Erasermate led the PMA in dollar sales (No. 2 in unit sales) as most of our customers gave the item prime ad space and hot ad retails ranging from 97¢ to $1.59. Scripto's entry in the erasable segment came on late but scored well. We expect Scripto to give Papermate a run for its money in 1981 as it is a disposable at half the price of the refillable Erasermate.

Ten-pack pencils from Empire led the PMA in unit sales (No. 2 in dollars) and were featured at retails ranging from 39¢ to 59¢. Bic's 10-pack pen, 3-piece school special, and 3-pack Clic all showed strong on the PMA but were only slightly ahead of last year. Bic's new Roller Ball, a sure winner for 1981, will make up for much of

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Ex-DH Execs Buy Division

MINNEAPOLIS—Dayton Hudson Corporation announced sale of its shopping center development and management business to The Center Companies in October.

The Center Companies is an independent management group formed by five senior executives formerly in charge of real estate operations for the corporation.

The sale, announced by William A. Andres, Dayton Hudson chairman, and Michael F. Kelly, ceo for The Center Companies and former Dayton Hudson Properties president, includes: 1) transfer of staff and management of Dayton Hudson Properties to The Center Companies; 2) transfer of existing management and development contracts and leasing responsibilities (including 22 shopping centers, 11 of which in the last three years were sold by Dayton Hudson Corporation to Dayton Hudson Properties); 3) options on, or other interests in, 26 project sites for future development.

Stationery

Figures for the Feb. 1-Sept. 15 period were supplied by Boston Distributors, a division of Cook United, Maple Heights, Ohio. The figures cover 320 stores, including 290 discount department stores, in 18 states. Average retail price listings were omitted because of their highly promotional nature.

WRITING INSTRUMENTS & ACCESSORIES

$ Rank	Item	Unit Movement	Unit Rank
1	PM Erasemate Pen 38004	141,888	2
2	Empire Pencils 10 Pack 1018	178,080	1
3	Bic Pens 10 Pack S2505	51,475	3
4	PM Wright Brothers St. Pen 10 PK 93060	25,560	6
5	Magic Marker Markers 20 Pak	17,395	9
6	Bic Click Value Pk 3 PR 5207	27,012	5
7	Bic 3 PC School Special S69	49,596	4
8	Berol Roller Pen Blue Spec 3Pk	13,092	11
9	Bic 5 "STAR" Pack Med Pen S1254	17,687	8

SCHOOL PAPER & NOTEBOOKS

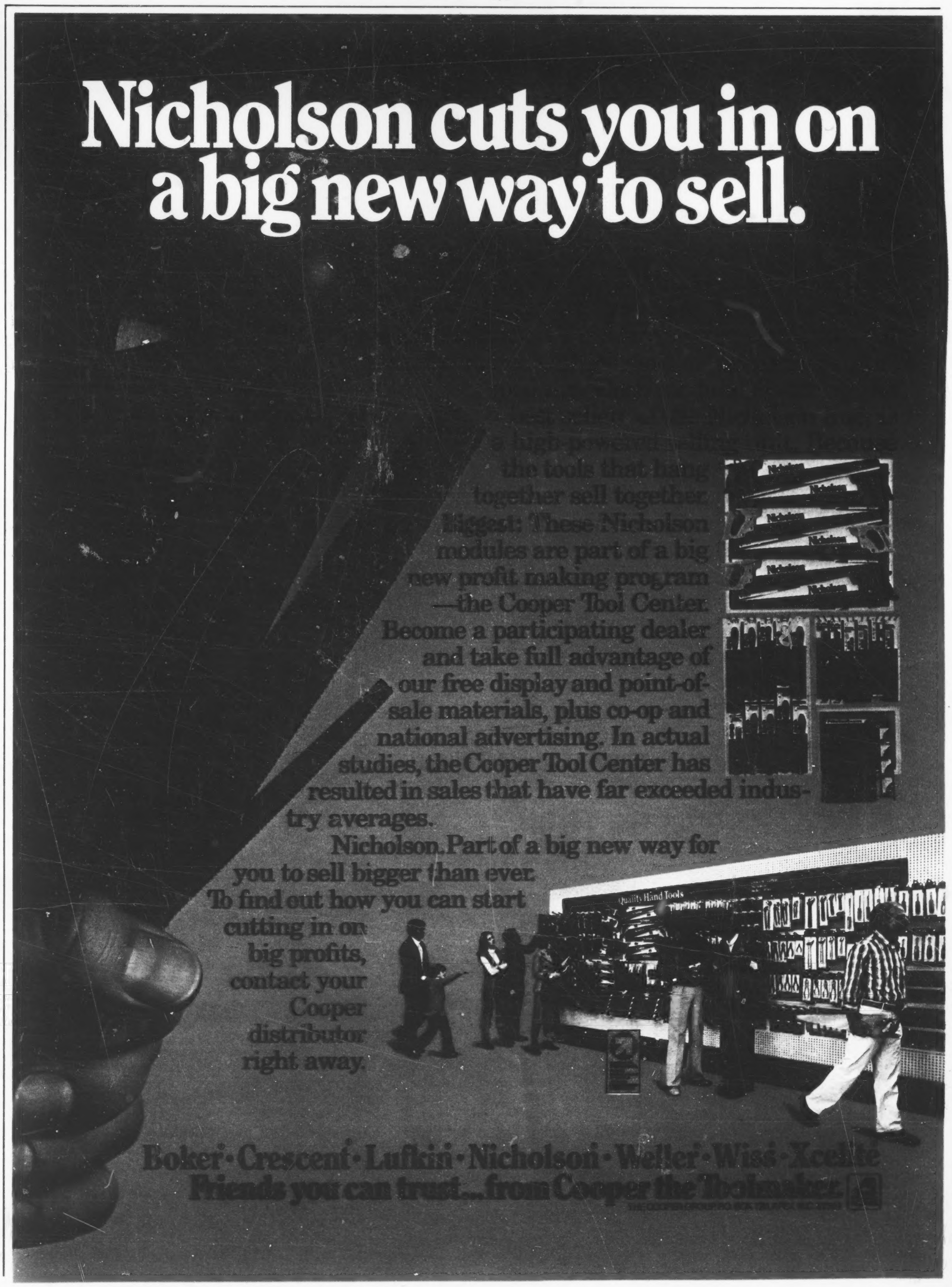
$ Rank	Item	Unit Movement	Unit Rank
1	Filler Paper WM 200 CT	543,384	1
2	Filler Paper NM 200 CT	232,632	3
3	Spiral Notebook 70 CT	271,560	2
4	Theme 5 Subject WD05760 200 CT	42,396	8
5	Filler Paper WM 150 CT	64,116	5
6	Theme 3 Subject 05-7490 120 CT	56,016	6
7	Trapper Keeper Binder 29096	10,536	15
8	Organizer BDR 29-4028 29400	10,284	16
9	Data Center BDR 29-0300	8,964	17
10	Spiral Notebook 524011 100 CT	35,892	10

SCHOOL SUPPLIES

$ Rank	Item	Unit Movement	Unit Rank
1	Photo Album 20 Page K20	27,648	8
2	Envelope 63/4 75-2100 100 CT	108,264	1
3	Envelope Legal 75-2300 50 CT	94,152	2
4	BS Crayola Crayons 24	48,792	4
5	Crayola Crayons 64 CT	21,552	12
6	Scotch Utility Tape ½ x 800 RK2	85,416	3
7	BS Crayola Crayons 48	20,118	13
8	Star Wars Cork Board Disp 91905	6,840	19

OFFICE SUPPLIES

$ Rank	Item	Unit Movement	Unit Rank
1	Typing Paper 6060 200 CT	36,696	1
2	Steno Book-White 43-8612 80 CT	29,856	2
3	Erasable Type Tablet 3805610 40 CT	10,980	4
4	Liquid Correct Fluid White 564C	9,240	6
5	Legal Pad 11" 59-6226 50 CT	12,408	3
6	Legal Pad 14" 5906656 50 CT	8,712	7
7	Carter Carbon Paper 65200	10,908	5
8	File Folers ⅓ Cut 40306	6,635	9
9	Tele Address Book 80006	3,583	13
10	Tele Address Book 80011	2,148	14
11	Dairy One Year 1106	1,044	18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the tools that hang together sell together. Biggest: These Nicholson modules are part of a big new profit making program —the Cooper Tool Center. Become a participating dealer and take full advantage of our free display and point-of-sale materials, plus co-op and national advertising. In actual studies, the Cooper Tool Center has resulted in sales that have far exceeded industry averages.
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